

Location Advantage but Limited Leisure Demand: Sentiment Analysis of Guest Reviews at Permata Hotel Bogor near Kebun Raya Bogor

Muhamad Andriana*, Kadek Wiweka, Ramon Hurdawaty

Politeknik Sahid Jakarta, Indonesia

Email: asaftha55@gmail.com*, wiweka.kadek88@gmail.com, ramon.hurdawaty@gmail.com

Keywords

sentiment analysis, hotel reviews, tourism experience, location advantage, Bogor

ABSTRACT

This research aims to analyze guest perceptions of Permata Hotel Bogor through sentiment analysis of Google Reviews and to examine the gap between location advantage and the resulting tourism experience. The research employs a lexicon-based sentiment analysis approach using AFINN (scoring) and Bing (sentiment classification) methods on approximately 4,661 Indonesian-language reviews. The findings reveal that sentiment distribution is dominated by neutral reviews ($\pm 80 - 83\%$), followed by positive ($\pm 13 - 15\%$) and negative sentiments ($\pm 2 - 5\%$). Concentration of sentiment scores around zero indicates that guest experiences are largely descriptive and lack strong emotional engagement. Despite this, the hotel maintains a relatively high average rating (± 4.0 , ranging from 3.8 to 4.2), suggesting a gap between cognitive evaluation and affective experience. Textual analysis shows that the hotel's main strengths lie in its strategic location near the Bogor Botanical Gardens, comfortable rooms, and basic facilities, while its main weaknesses are related to service quality, cleanliness, and maintenance, reflecting service inconsistency. Segment analysis indicates that the FAMILY segment tends to be more positive, the BUSINESS segment is dominated by neutral sentiment, and SOLO travelers are the most critical. Temporal analysis shows relatively stable performance with slight improvement in the post-pandemic period, yet without a significant increase in positive sentiment. Findings indicate the presence of Tourism Spillover Failure, where location advantage fails to translate into leisure demand due to the dominance of functional experience. This research highlights the importance of transforming service delivery into experience-driven hospitality to enhance emotional engagement and improve hotel competitiveness.

INTRODUCTION

The development of digital platforms has significantly changed the way tourists evaluate tourism products, especially through online reviews which have become a form of electronic word-of-mouth (e-WOM). Online reviews not only influence perceptions of destinations and visit decisions, but are also important indicators in assessing the quality of travelers' experiences more comprehensively (Filieri et al., 2021; Marine-Roig & Anton Clavé, 2020). In the context of the hospitality industry, online reviews are even a strategic data source that reflects the perceptions, expectations, and actual experiences of guests (Lee et al., 2020; Li et al., 2020; Phillips et al., 2017; Xiang et al., 2015; Xu et al., 2017).

However, in practice, high ratings and reviews do not always reflect the quality of the traveler's experience as a whole, especially in the emotional dimension. This phenomenon suggests that there is a difference between cognitive evaluation (rating) and affective experience (sentiment), where travelers can rationally give high ratings, but lack strong emotional engagement with perceived experiences (Stringam & Gerdes, 2021; Xiang et al., 2022). This condition also occurs at the Permata Bogor Hotel, which geographically has the advantage of a very strategic location because it is right near the Bogor Botanical Garden as one of the main tourist icons in Bogor City. Theoretically, location advantage should be able to increase the attractiveness of hotels, especially for the leisure tourist segment (Yang et al., 2019; Zhang et al., 2020). Proximity to major tourist destinations is generally an important factor in increasing occupancy rates and tourists' preferences in choosing accommodation. However, based on the actual conditions in the field, the demand for leisure tourists at the Permata Bogor Hotel is relatively suboptimal. This is reflected in the significant gap between the occupancy rate on weekdays and weekends. Hotel operational data shows that the weekday occupancy rate is in the range of 60% - 90%, while in the weekend period it only reaches 10% - 40%. This gap indicates that the advantages of location have not been able to be effectively converted into demand from the leisure tourist segment. From a business performance perspective, this condition is also reflected in the hotel revenue structure, which is still dominated by the corporate segment and MICE activities on weekdays, while the revenue contribution from the leisure segment on weekends is relatively low. This phenomenon shows a mismatch between the potential tourism market around the hotel and the actual performance of the hotel in capturing the demand (Alrawabdeh, 2021; Dogru et al., 2019; Heo et al., 2019; Zervas et al., 2017). In other words, the existence of strong tourist destinations has not automatically resulted in an optimal economic impact on the accommodation sector. Furthermore, the results of the initial exploration of $\pm 4,661$ Google Review reviews show that the sentiment distribution is dominated by neutral (± 80 -83%), followed by positive (± 13 -15%) and negative (± 2 -5%) sentiment. This dominance of neutral sentiment indicates that guest experiences tend to be descriptive and do not involve strong emotional engagement. This condition shows that hotels function more as functional accommodations than as part of a memorable tourist experience. The findings show that there is a gap between location advantage and experiential value, where location advantage is not followed by the quality of the experience that is able to create emotional engagement for tourists. In the long term, this condition has the potential to reduce the competitiveness of hotels, especially in attracting the leisure segment which has an important contribution to increasing revenue during the weekend period. A number of previous studies have examined the relationship between hotel location, service quality, and customer satisfaction. Yang et al. (2019) found that strategic location has a significant influence on tourist preferences, while Zhang et al. (2020) emphasized the contribution of location to perceived customer value. However, other research shows that location factors alone are not enough to guarantee satisfaction and loyalty without being supported by adequate quality of experience (Mariani & Borghi, 2020). In the context of travel experiences, Pine and Gilmore (2019) emphasize the importance of a transformation towards an experience economy, where the main value no longer lies in basic services, but in experiences capable of creating emotional engagement. Walls et al. (2020) and Lv et al. (2022)

also emphasized that the affective dimension has an important role in shaping tourist satisfaction and loyalty.

On the other hand, the development of sentiment analysis methods allows researchers to identify emotional dimensions in customer reviews that cannot be captured through numerical ratings. Filieri et al. (2021) and Xiang et al. (2022) show that sentiment analysis is able to reveal patterns of tourist experiences in more depth. However, most research still focuses on the relationship between ratings and customer satisfaction, without integrating affective dimensions (sentiment) with hotel operational performance such as occupancy rates and revenue (Jeong et al., 2023; Peng et al., 2019; Rezaei et al., 2024).

Based on this study, there is a clear research gap, namely there are not many studies that comprehensively examine the relationship between location advantage, sentiment-based experience (affective experience), and hotel operational performance (occupancy and revenue) in one integrated analysis framework. Therefore, this study is here to fill this gap by integrating customer review sentiment analysis and hotel performance data to understand the phenomenon of mismatch between potential location and actual demand. Conceptually, this study introduces the phenomenon of Tourism Spillover Failure, which is a condition when tourist destinations that have strong attractions are unable to generate significant demand in the surrounding accommodation sector. In this context, the Bogor Botanical Garden as the main destination has not been able to have a spillover effect on the increase in room demand at Hotel Permata Bogor.

Based on this background, this study aims to: Analyze the distribution of guest review sentiment at Hotel Permata Bogor. Identify the strengths and weaknesses of the service based on customer reviews. Examining the gap between location advantage and tourism experience. Analyze the relationship between functional experience and emotional engagement in shaping traveler perceptions. Theoretically, this study introduces the concept of Tourism Spillover Failure to explain the mismatch between destination potential and accommodation demand, enriches sentiment analysis literature by integrating affective dimensions with operational performance, and extends experience economy theory (Pine & Gilmore, 2019) to urban hotels near tourist destinations. Practically, it offers strategic recommendations for Hotel Permata Bogor management to improve service consistency, enhance emotional guest experiences, and reposition as an "Urban Nature Experience Hotel" to optimize location advantages and attract leisure tourists. For the wider hospitality industry, it highlights the need to shift from functional to experience-driven hospitality to build loyalty. For policymakers and tourism stakeholders in Bogor, it provides empirical evidence supporting stronger destination-accommodation integration to maximize spillover effects, along with an analytical framework applicable to similar hotels. For future researchers, it offers a validated sentiment analysis approach and opens avenues for studying emotional engagement's impact on hotel financial performance and cross-destination comparisons to test the generalizability of the Tourism Spillover Failure phenomenon.

METHOD

Research Approach

This research used a quantitative approach with text mining methods and lexicon-based sentiment analysis to analyze guest perceptions of Hotel Permata Bogor. This approach was chosen because it is able to systematically process large amounts of review data and identify

\

sentiment patterns that reflect the traveler experience. The analysis was conducted on guest review data in the period 2018 - 2025, with the aim of identifying the distribution of sentiment and characteristics of the experience felt by tourists. The sentiment analysis method is used because it is able to reveal the emotional dimension (affective experience) in customer reviews, which cannot be captured optimally through numerical ratings alone (Liu, 2020). Thus, this approach provides a more comprehensive understanding of the traveler's experience, both from a rational and emotional perspective.

Data Source

The research data comes from the Google Review platform of Hotel Permata Bogor as many as $\pm 4,661$ reviews in Indonesian language collected in the period of 2018 - 2025. The selection of Google Reviews is based on several key considerations, namely:

1. (1). The platform has a large number of users and a high level of accessibility,
2. (2). Reviews available are spontaneous and reflect the actual experience of guests,
3. (3). Data is available in large quantities so as to allow big data-based analysis, as well as
4. (4). It covers various segments of travelers, such as business, family, couple, and solo travelers, so as to provide a more comprehensive picture of customer perception.

The data used in this study is in the form of review text, ratings, and additional information such as travel type and review time. All data is then processed and analyzed to identify sentiment patterns as well as factors that affect the guest experience.

Data Analysis Techniques

The analysis was carried out using RStudio with the following stages:

1. **Data Cleaning**
 - a) Normalizes text (lowercase, remove punctuation, stop words)
 - b) Encoding fixes using icon
2. **Tokenization** is Breaking text into words using the package tidy text
3. **Sentiment Analysis**
 - a) **AFINN**: For sentiment scoring
 - b) **Bing**: For Positive and Negative classifications
 - c) The Neutral category is determined through a **rule-based approach**
4. **Data Visualization**
 - a. Sentiment distribution chart bars
 - b. Pie chart sentiment proportion
 - c. Score distribution boxplot
 - d. Annual rating trends
 - e. Word cloud is positive and negative

Research Variables

1. **Review Sentiment**: Positive, Neutral, Negative
2. **Rating**: Skala 1-5
3. **Travel Type**: Business, Family, Couple, Solo, Friends
4. **Dominant Word**: Representation of tourist experience

Advanced Analysis Techniques

This study also used:

1. Descriptive analysis of sentiment distribution
2. Comparative analysis between tourist segments

3. Temporal analysis of rating trends

Validity and Reliability

Validity is carried out through:

1. Comparison with previous research (Lestari & Wiweka, 2025)
2. Consistency of results between AFINN and Bing methods
3. Triangulation with word cloud as thematic analysis

RESULT AND DISCUSSION

Functional Experience Dominance: Evidence from Neutral Sentiment Distribution

(1) Overall Sentiment Distribution

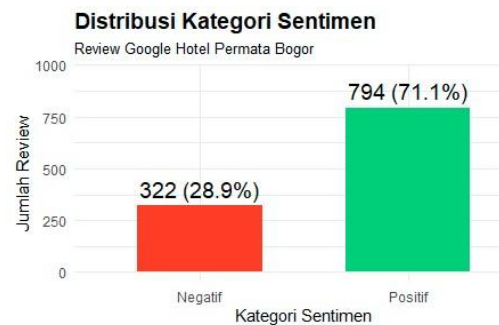


Figure 1. Distribution of Sentiment Categories (Bar Chart)
Source: Processed Results of RStudio Researcher Data (2026)

Based on the results of sentiment analysis on guest reviews of Hotel Permata Bogor (Figure 1), the distribution of sentiment categories shows that the majority of reviews are in the positive category of **794 reviews (71.1%)**, while the remaining **322 reviews (28.9%)** are classified as negative. In general, these findings indicate that guests' perceptions of hotels tend to be positive, especially in functional aspects such as location, room comfort, and basic amenities. Nevertheless, although the proportion of positive sentiment appears to be dominant, a more in-depth analysis shows that positive expressions in reviews tend to be descriptive and do not indicate strong emotional involvement. Positive reviews generally emphasize only basic attributes such as "strategic", "comfortable", or "clean", without a memorable or emotionally memorable narrative of the experience. On the other hand, the existence of negative sentiment of 28.9% shows that there are quite significant issues in the guest experience, especially related to service, cleanliness, and maintenance aspects. This proportion indicates that while hotels are able to meet the basic expectations of most guests, there are still service inconsistencies that affect the overall experience. These findings show an interesting pattern, where the dominance of positive sentiment does not automatically reflect an emotionally strong experience. In other words, the guest experience at Hotel Permata Bogor tends to be at the level of **functional satisfaction**, which is a condition when the service has met the basic needs of tourists, but has not been able to create deep emotional engagement. This condition is an early indication of the **experiential deficit** phenomenon, which can ultimately affect the hotel's ability to build customer loyalty and attract the leisure tourist segment optimally.

(2) Sentiment Proportion Review

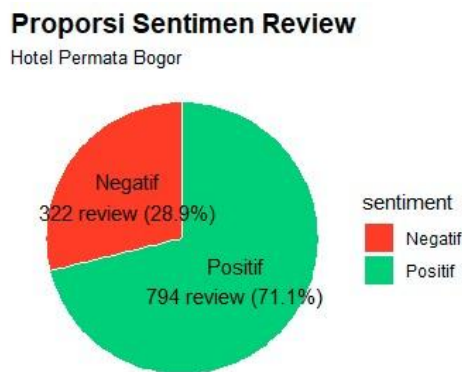


Figure 2. Proportion of Review Sentiment (Pie Chart)
Source: Processed Results of RStudio Researcher Data (2026)

Based on the visualization of the proportion of sentiment (Figure 2), it can be seen that guest reviews of Hotel Permata Bogor are dominated by positive sentiment of **71.1% (794 reviews)**, while negative sentiment reaches **28.9% (322 reviews)**. The dominance of this positive sentiment shows that in general guests are satisfied with the hotel's services, especially in basic aspects such as location and comfort. However, the proportion of negative sentiment that is still relatively significant indicates that there are problems that have not been fully resolved, especially in terms of service quality and operational consistency. This condition shows that even though the hotel has met the basic expectations of guests, the resulting experience is not fully optimal and still leaves a gap in creating more overall satisfaction. Analysis of 4,661 guest reviews shows that the sentiment distribution is dominated by the Neutral category of **±80-83%**, followed by Positive sentiment of **±13-15%**, and Negative sentiment of **±2-5%**. These findings suggest that most guest experiences are descriptive and do not involve strong emotional expressions. To understand this phenomenon more deeply, a quantitative analysis of reviews shows that positive experiences are generally driven by functional attributes such as location and comfort of the room. For example, **desy juliana (February 2026)** stated: "[...]My experience staying was very good... The restaurant service is good[...]" Similarly, **aji widhayani (January 2026)** said: "[...]The room is comfortable, strategically located, easy to reach and close to the Bogor Botanical Garden area, the service is very good, friendly[...]" This narrative shows that positive sentiment is dominated by **tangible value** aspects, especially strategic location and comfort. However, the expressions used tend to be informative and do not show deep emotional involvement. On the other hand, the dominant neutral reviews describe experiences that are mundane and unmemorable. For example, **Bobby D. R. (November 2025)** stated: "[...]Stay here as needed... But there are problems with the water heating system[...]" In addition, **Andres RAS (April 2022)** also said: "[...]The air conditioner is not cold... The drain is clogged... for other services well[...]" This review reflects a rational evaluation that balances between advantages and disadvantages, in the absence of strong emotional involvement. This suggests that the dominance of neutral sentiment reflects **low affective responses**, where guest experiences are more cognitive than emotional. **"This shows that the guest experience is still dominated by the functional aspect, not the emotional or memorable one."**

(3) Sentiment Score Analysis (AFINN Distribution)

1. Correlation of Lexicon vs Rating Sentiment Score

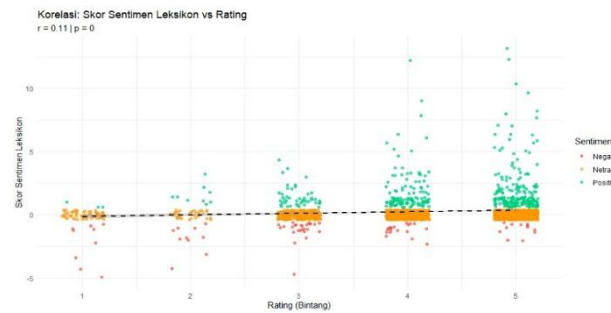


Figure 3. Correlation of Lexicon vs Rating Sentiment Score
Source: Processed Results of RStudio Researcher Data (2026)

Based on (figure 3), the results of the analysis showed that the relationship between the lexicon sentiment score and guest rating was relatively **weak**, with a correlation value of $r = 0.11$ although it was statistically significant ($p = 0$). This indicates that the rating increase is not consistently followed by an increase in the intensity of positive sentiment. Visually, the distribution of data shows that at high ratings (4–5), sentiment scores tend to be more positive, but remain concentrated around zero. In addition, there is still a wide variety of scores, including negative sentiment on high ratings and positive sentiments on lower ratings. This pattern suggests that guest evaluations in the form of ratings reflect more rational judgments of service, while sentiment scores represent emotional responses that are not always in line. Thus, these results indicate an "**emotional neutrality paradox**", where high ratings are not followed by significant positive sentiment intensity, thus showing that guest satisfaction is still dominated by cognitive evaluation rather than affective experience.

2. Distribution of Sentiment Score by Category (Box Plot)

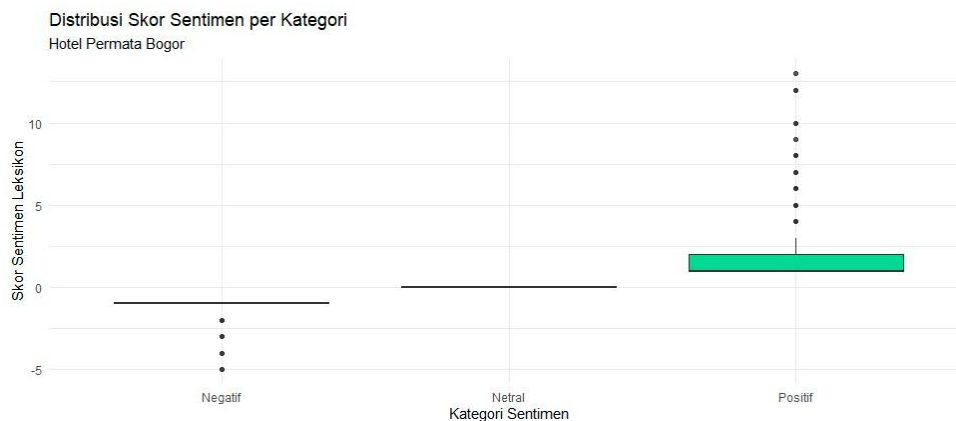


Figure 4. Distribution of Sentiment Score by Category (Box Plot)
Source: Processed Results of RStudio Researcher Data (2026)

Based on the distribution of sentiment scores in Figure 4, it can be seen that each category has clearly different characteristics. Deepening the analysis using the AFINN method shows that the distribution of sentiment scores is concentrated around zero values. The score distribution boxplot (Figure 4) shows that **the mean sentiment score is in the range of ≈ 0** , with most of the data centered on that value. For the negative **category**, the sentiment score was in the sub-zero range, with some extreme values reaching around -5, indicating a fairly

poor guest experience despite the relatively limited number. Meanwhile, **the neutral** category is concentrated very tightly around **the value of 0**, with almost no significant variation. This indicates that most reviews are descriptive and do not contain strong emotional intensity, either positive or negative. On the other hand, **the positive** category shows a wider and more varied distribution of scores, with median values being above zero as well as some extreme values reaching more than +10. Despite this, most of the data remained concentrated on low scores (around 1-2), which suggests that although the reviews were categorized as positive, the intensity of the emotions tended to be moderate and not very strong. Overall, this pattern reinforces the finding that the guest experience at Hotel Permata Bogor is dominated by **low emotional intensity**, with a concentration of values around zero. This shows that the resulting experience is more functional than emotional, so it has not been able to create strong affective engagement.

(4) Academic Interpretation (Critical Analysis)

The findings of the dominance of neutral sentiment can be interpreted as an indicator of low affective response in the guest experience. From the perspective of travel experience theory, this shows the dominance of **cognitive evaluation** over **emotional engagement**. Travelers tend to evaluate hotels based on rational aspects such as strategic location, room comfort, and basic amenities that in word cloud data appear as dominant words such as "room," "comfort," and "location." However, emotional aspects such as impressions, surprises, or delight experiences do not appear significantly. This phenomenon can be categorized as **"experience without emotional engagement"**, where the service manages to meet basic expectations but fails to create a memorable or memorable experience. In the context of the experience economy (Pine & Gilmore, 2019), this condition shows that hotels are still in the **service delivery** stage, not yet reaching **the experience staging** stage that is able to generate emotional value for tourists.

(5) Academic Punchline

Overall, the dominance of neutral sentiment and the concentration of the score at zero indicate that the guest experience at Hotel Permata Bogor is still functional and has not developed into an emotional experience.

The Paradox of High Ratings and Low Emotional Engagement

(1) Relationship between Rating and Sentiment

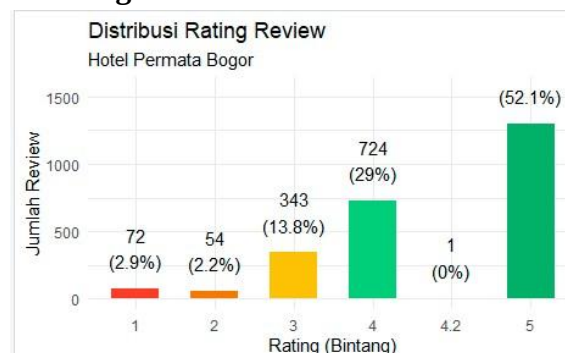


Figure 5. Distribution of Review Ratings

Source: Processed Results of RStudio Researcher Data (2026)

Based on the distribution of guest review ratings of Hotel Permata Bogor (Figure 5), it can be seen that the majority of guests give ratings in the high category. Rating 5 dominates with **1,300 reviews (52.1%)**, followed by rating 4 with **724 reviews (29%)**. This shows that in general hotels are rated well by guests in terms of service performance. Meanwhile, a medium **rating of 3** was recorded at **343 reviews (13.8%)**, which indicates sufficient experience, but does not give a strong impression. On the other hand, the low ratings are relatively small, with rating **1 with 72 reviews (2.9%)** and rating **2 with 54 reviews (2.2%)**, reflecting a small number of guests experiencing significant dissatisfaction. Overall, this distribution shows that guest perceptions of hotels tend to be quantitatively positive, with a dominance of high ratings. However, the existence of medium and low ratings still indicates a variety of guest experiences, especially regarding service quality and operational consistency.

(2) Core Insight: Rating vs Sentiment Paradox

These findings reveal an important phenomenon that can be referred to as "**rating inflation**", in which tourists tend to rate high even though the perceived experience is not entirely emotionally strong. On the other hand, there is also the **phenomenon of "emotional neutrality paradox"**, which is a condition when the level of satisfaction reflected in the rating is not followed by significant emotional involvement in the review. In other words, guests show that they **are "rationally satisfied,"** but don't have a memorable enough experience to be emotionally expressed in the form of strong positive sentiments. **"This shows that high ratings don't always reflect emotional satisfaction."**

(3) Conceptual Analysis: Cognitive vs Affective Evaluation

Conceptually, the difference between ratings and sentiment can be explained through two dimensions of tourism experience evaluation:

1. **Rating as a cognitive evaluation** Rating reflects a rational assessment of service attributes such as strategic location, price, cleanliness, and facilities. In this context, Hotel Permata Bogor has succeeded in meeting the basic expectations of tourists.
2. **Sentiment as an effective response** Sentiment describes the extent to which the experience is able to create an emotional impression, such as deep satisfaction, surprise, or delight experience.

The dominance of neutral sentiment suggests that even though hotels are able to meet the functional needs of tourists, the resulting experiences have not been able to build strong emotional engagement.

(4) Academic Implication (Critical Value)

These findings provide an important critique of common practices in the hospitality industry and tourism research that often make ratings the only indicator of customer satisfaction. In the context of this study, reliance on ratings alone has the potential to cause interpretation bias, because it is unable to capture the emotional dimension of the traveller's experience. Therefore, the integration between **rating analysis (cognitive)** and **sentiment analysis (affective)** is a more comprehensive approach in understanding customer experience holistically.

(5) Closing Statement

This phenomenon confirms the existence of a gap between rational satisfaction and emotional engagement in the guest experience. **"These findings highlight an important**

Analysis of text patterns and word cloud shows that the main strength of Hotel Permata Bogor lies in **the tangible value** aspect, such as its strategic location close to the Bogor Botanical Garden, room comfort, and adequate basic facilities. This is reflected in the dominance of words like "location," "convenient," and "strategic" in positive reviews. However, quantitative analysis reveals that the main weakness of hotels lies in the service and operational aspects. Negative reviews consistently highlight issues with service quality, cleanliness, and maintenance. For example, **anisa rosa (March 2026)** states:

“[...] WhatsApp contacts can't be reached... not followed up[...]"

In addition, **double seven (January 2026)** also revealed:

“[...] Parking is limited... Valet up to 30 minutes more... Meeting Room Leaked[...]"

Another review from **Kita Radisa (December 2025)** shows dissatisfaction with service management:

“[...]no commitment... Prices fluctuate... moved to a smaller room[...]"

This narrative suggests that guest dissatisfaction doesn't come from key attributes like location, but rather from inconsistent quality of service. This reflects the existence of **service inconsistency** which is a major factor in forming negative experiences.

If analyzed further, it can be seen that there is a clear gap between:

- a. **Tangible Value → strong (location & room)**
- b. **Intangible Experience → weak (service quality)**

This condition shows that even though hotels have **location** advantages, these advantages have not been able to be converted into an overall satisfactory service experience. **"Location excellence is not enough to guarantee service satisfaction."**

Furthermore, the inconsistency of these services contributes to low guest emotional engagement, thereby hampering the hotel's ability to create memorable experiences and limiting the potential for increased demand from tourists, especially in the leisure segment.

(2) Thematic Breakdown: Strength vs Weakness

Table 1. Strength and Weakness of Hotel Permata Bogor

Strength	Weakness
Strategic location	Dirty room
Close to Bogor Botanical Garden	Slow service
Comfortable room	Bad smell
Clean (partially reviewed)	Less maintenance
Facilities are sufficient	Problematic hot water
Suitable for families	Staff response is lacking

Source: Results of thematic analysis from the Google Review of Hotel Permata Bogor for the period 2018-2025

The table above makes it clear that there is a duality of guest experience, where the strength of the hotel lies in the physical attributes (tangible), while the weakness arises in the service aspect (intangible).

(3) Conceptual Interpretation: Tangible vs Intangible Value

These findings show an imbalance between two key dimensions in the hotel experience:

a) **Tangible Value**

Includes physical attributes such as room, facilities, and location. In this study, tangible value is the main strength, especially because the hotel has a strategic location close to the Bogor Botanical Garden.

b) **Intangible Experience**

It is related to service quality, staff responsiveness, and operational consistency. This aspect is actually a weak point, as can be seen from the dominance of negative words such as "slow" and "lack". This inequality shows that although hotels have an advantage in physical attributes, the service experience that travelers perceive is not optimal.

(4) Linking to Location Context

The hotel's proximity to the Bogor Botanical Garden is a tangible form of **location advantage** that should be able to increase the attraction of tourists, especially the leisure segment.

Nevertheless, the findings show that the advantages of these locations have not been fully converted into an all-around satisfying stay. Problems with service and maintenance are actually factors that reduce the value of the tourist experience.

(5) Core Insight

The key findings of this analysis confirm that: **"Location excellence is not enough to guarantee service satisfaction."**

Although the hotel is strategically positioned and has adequate facilities, weaknesses in service quality hinder the formation of an overall positive experience.

(6) Conceptual Contribution

Conceptually, this study identifies two important phenomena:

a. **Service Inconsistency**

An unstable variation in service quality, especially in terms of cleanliness, service speed, and maintenance.

b. **Experience Gap**

The gap between the value that travelers expect (based on strategic location) and the actual experience they have during their stay.

These two concepts suggest that failure to maintain service consistency can hinder the optimization of location excellence as a key competitive factor in the hospitality industry.

Market Misalignment and Tourism Spillover Failure

(1) Segment Analysis: Differentiated Guest Experience

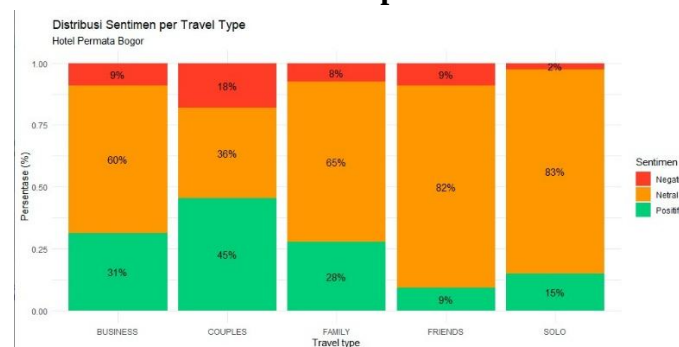


Figure 8. Sentiment Distribution by Travel Type

Source: Processed Results of RStudio Researcher Data (2026)

Analysis based on the type of tourists (Figure 8) shows that there is a clear difference in sentiment patterns between segments. The **FAMILY** segment showed the highest proportion of positive sentiment ($\pm 40\%$), indicating that hotels are relatively able to meet the needs of family tourism. In contrast, **the BUSINESS** segment was dominated by neutral sentiment ($\pm 75\%$), reflecting a stay experience that is functional and efficiency-oriented. Meanwhile, **the SOLO traveller** segment showed the highest level of negative sentiment ($\pm 15\%$), making it arguably the most critical segment for service quality. These findings confirm that guest experiences differ significantly depending on the travel destination, where the leisure (family) segment is more responsive to positive experiences than other segments.

(2) Temporal Trend: Stability with Limited Growth

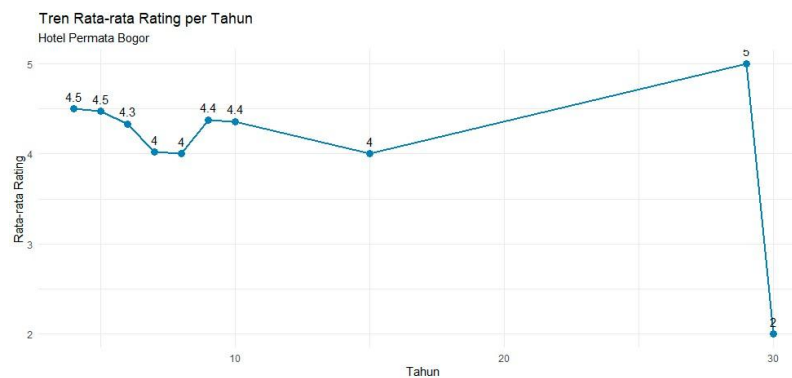


Figure 9. Average Rating Trend per Year

Source: Processed Results of RStudio Researcher Data (2026)

Analysis of temporal trends (Figure 9) shows that the average hotel rating is in the range of 3.8 - 4.2, with a relatively stable pattern in recent years. There was a slight improvement in the post-pandemic period, indicating an improvement in operations and service quality. However, this improvement was not followed by a significant surge in positive sentiment. This shows that the improvements made are still at a functional level, not yet able to create a more emotional experience for tourists.

(3) Integrated Findings: Why Leisure Demand Remains Low

This section is key in explaining the main phenomenon of the study. Although the hotel has the advantage of being close to the Bogor Botanical Garden, there has been no significant increase in demand from the leisure segment. Based on the integration of all the analysis results, there are three main factors that explain this condition:

- Dominance of neutral sentiment ($\pm 80 - 83\%$)**
Indicates that the guest experience is descriptive and non-emotional
- Service inconsistency**
Can be seen from complaints related to cleanliness, slow service, and maintenance
- Low emotional engagement**
Guest experience does not produce a strong or memorable impression

The combination of these three factors causes hotels to fail to convert the potential of the leisure market into actual demand.

(4) Core Concept: Tourism Spillover Failure

The findings of this research can be formulated in one main concept:

Tourism Spillover Failure **Operationally, this concept is defined as:**

Conditions when tourist destinations have strong attraction, but are unable to generate significant demand in the accommodation (hotel) sector. In this context, the Bogor Botanical Garden serves as a strong main destination, but the spillover effect on the Bogor Permata Hotel is still limited. This shows that geographical proximity alone is not enough to create demand, without being supported by a quality and emotional stay.

(5) Positioning Analysis: Functional Fit vs Experiential Gap

Based on all the findings, it can be concluded that the current positioning of hotels is more inclined to:

- a. **Suitable for → Functional Stay (Business/Corporate)**
Efficient, strategic, meets basic needs
- b. **Not optimal for → Experiential Leisure Stay**
Lacks a memorable and emotional experience

Thus, there is a **market misalignment** between the potential of the leisure market (which is high in Bogor) and the characteristics of current hotel services.

(6) Managerial Implication (Data-Driven)

The managerial implications in this study are formulated directly based on empirical findings:

1. Service Improvement (Consistency First)
 - a. Standardization of service quality (**housekeeping, response time, maintenance**)
 - b. Focus on reducing the main complaints i.e. cleanliness and slow service
2. Experiential Enhancement
 - a. Develop an activity-based stay experience (**family-oriented experience, nature-based stay**)
 - b. Increase emotional engagement through service personalization
3. Tourism Bundling Strategy
 - a. Integrating hotel packages with a visit to the Bogor Botanical Garden
 - b. Collaborate with local tour operators to create leisure packages
5. Strategic Repositioning
Positioning transformation from:
 - a. **Corporate-focused hotels**are:
 - b. **Hybrid positioning (corporate + leisure experience)**

(7) Closing Insight

These findings confirm that tourism potential does not automatically convert into hotel demand, suggesting a clear case of Tourism Spillover Failure triggered by the dominance of functional experiences and service inconsistencies.

From Functional Satisfaction to Experiential Deficit

This section integrates all the research findings to build one big narrative related to the characteristics of the guest experience at Hotel Permata Bogor. Based on the results of the analysis, it can be seen that the guest experience is generally at the level of functional satisfaction, but has not yet developed into a strong experiential value. Empirically, there are four main findings that are interconnected. First, the dominance of neutral sentiment (± 80 -

83%) suggests that guest experiences are descriptive and non-emotional. Second, although the hotel's rating is relatively high (± 4.0), it is not followed by a significant intensity of positive sentiment. Third, there are still service issues such as cleanliness, slow service, and maintenance that reflect service inconsistency. Fourth, there is a mismatch between market segments, where hotels are more optimal for the business segment than leisure. If these four findings are mapped in one framework, there is a consistent pattern: hotels are able to meet the basic needs of tourists (cognitive satisfaction), but are not yet able to create emotional engagement (affective engagement). In other words, guests feel "quite satisfied" but not "impressed". This phenomenon leads to a condition that can be called an experiential deficit, which is the gap between functionally adequate service quality and experience that should be able to make a deep impression. In this context, a high rating reflects success on the rational aspect, while the dominance of neutral sentiment indicates a failure in constructing an emotional experience. Furthermore, this experiential deficit is strengthened by the existence of service inconsistency, which hinders the formation of consistent and memorable experiences. Even in the segment with high leisure potential, the experience provided is not strong enough to create emotional satisfaction. This condition also explains why the advantages of the location close to the Bogor Botanical Garden have not been able to drive a significant increase in leisure demand. Without a memorable experience, strategic locations only result in needs-based visits, not wants. Conceptually, these findings underscore that in the modern hospitality industry, success is no longer measured by functional performance, but also by the ability to create experiential value. The study highlights a crucial transition point: although hotels have achieved functional satisfaction, hotels are still constrained by an experiential deficit that hinders their ability to create emotional engagement and sustained leisure demand. Thus, the transformation from a functional hotel to an experience-driven hotel is an inevitable strategic need.

This study revealed that the guest experience at Hotel Permata Bogor was predominantly at the level of functional satisfaction, which was characterized by the dominance of neutral sentiment and low intensity of emotional involvement. These findings show that travellers are more likely to make evaluations based on service attributes (cognitive), such as location, room comfort, and amenities, compared to experiences that are emotional. In the perspective of travel experience theory, this condition reflects an imbalance between functional experience and emotional engagement, where the affective dimension has not been optimally developed (Walls et al., 2020; Lv et al., 2022). Furthermore, the study found a mismatch between ratings and sentiment, where hotels had relatively high ratings (± 4.0), but the distribution of sentiment remained dominated by the neutral category. This phenomenon suggests that ratings represent more of a rational evaluation of service performance, while sentiment reflects a deeper emotional experience. Thus, these findings reinforce the argument that ratings do not necessarily reflect the overall quality of the experience, as well as indicate a bias in the interpretation of customer satisfaction if relying solely on ratings as the main indicator (Filieri et al., 2021). In a broader context, the results of this study also strengthen the framework of the experience economy, which emphasizes that value in the tourism industry no longer comes only from basic services, but from the ability to create memorable experiences. Hotels in this study are still in the service delivery stage, not yet at the experience staging stage, where the experience is strategically designed to generate emotional engagement and strong memories

\

for travelers (Pine & Gilmore, 2019). In addition, the use of large amounts of review data (4,661 reviews) confirms the importance of the big data analytics approach in tourism, which allows for a more comprehensive and data-driven identification of traveler experience patterns. This analysis not only provides an overview of customer satisfaction, but also uncovers deeper perceptual dynamics, including mismatches between operational performance and emotional experiences (Wang et al., 2023). Overall, the study shows that the operational success of a hotel does not automatically result in a meaningful experience for travelers. Without emotional engagement, the stay experience will remain at a functional level, limiting the hotel's ability to create customer loyalty and attract a wider leisure segment.

Managerial Implications and Strategy Repositioning

Based on the results of the analysis, this study not only identifies the gap between location excellence and guest experience, but also provides strategic implications for the management of Hotel Permata Bogor. The findings show that hotels are currently still at the functional satisfaction stage, so a transformation towards experience-driven hospitality is needed to increase competitiveness, especially in the leisure tourist segment.

1. Service Consistency Improvement

The results show that one of the main factors that affect the guest experience is service inconsistency, especially in terms of cleanliness, speed of service, and maintenance. Therefore, hotels need to standardize their operations through the implementation of stricter SOPs, increased quality control, and strengthened staff responsiveness to guest complaints. Service consistency is the main foundation in building a positive and sustainable experience.

2. Experiential Enhancement

The dominance of neutral sentiment suggests that the guest experience has not been able to create emotional engagement. Therefore, hotels need to develop more memorable experience elements through the creation of touchpoints that engage guests' emotions, such as special welcomes, family activities, as well as the provision of facilities that support leisure experiences. This approach aims to transform the stay experience from a purely functional to a memorable experience.

3. Integration with Tourism Activities (Tourism Bundling Strategy)

Despite having a strategic location near the Bogor Botanical Garden, these advantages have not been fully utilized optimally. Therefore, hotels need to develop bundling packages that integrate accommodation services with tourist activities, such as stay packages that include Botanical Garden tickets, local tours, or nature-based experiences. This strategy aims to convert location advantage into actual demand.

4. Repositioning Strategy Hotel

Based on all findings, Hotel Permata Bogor needs to be strategically repositioned to adjust to the potential of the existing tourism market. Currently, hotel positioning tends to be in the category of functional hotels that are oriented towards the business and corporate segments. However, considering the location close to major tourist destinations, hotels have great potential to develop the leisure segment.

Therefore, the recommended repositioning is: "Urban Nature Experience Hotel"

This positioning emphasizes that hotels not only offer a place to stay, but also a tourist experience that is integrated with the surrounding natural environment. The main focus is

directed at the family and leisure traveler segments, with a value proposition in the form of a comfortable stay, close to nature, and has recreational value.

This positioning change includes:

- a. Transformation from business-oriented hotel to hybrid hotel (business & leisure)
- b. Emphasis on experience-based value rather than just functional value
- c. Development of activities and services that support the travel experience

With this repositioning, it is hoped that the hotel will be able to increase the attractiveness of the leisure tourist segment and optimize the potential of the location as a competitive advantage.

5. Stages of Strategy Implementation

To ensure effective implementation, this strategy can be done in stages:

- a. Short term: improvement of service quality and operational consistency
- b. Medium term: development of tour packages and guest experience
- c. Long-term: positioning transformation and experience-based branding strategy

CONCLUSION

This study examined the relationship between location excellence and guest experience through sentiment analysis of approximately 4,661 Google Review reviews of Hotel Permata Bogor. The results show that hotels have achieved a relatively good level of functional satisfaction, but have not been able to create an emotionally strong experience. Empirically, the dominance of neutral sentiment and sentiment scores concentrated at zero indicated that the guest experience was descriptive and did not involve emotional attachment. On the other hand, a relatively high hotel rating indicates a gap between cognitive evaluation and affective experience. These findings confirm that customer satisfaction cannot be comprehensively measured through ratings alone, as the emotional dimension has an important role in shaping the overall travel experience. Further analysis shows that there is an inequality between tangible value (strategic location and room comfort) and intangible experience (service quality and operational consistency). Weaknesses in the service aspect reflect service inconsistency, which hinders the formation of a memorable experience. In addition, the segmentation results show that hotels are more suitable for functional stays than experiential leisure stays, so that there is a market misalignment with the potential of the surrounding tourism market. In a broader context, this study identifies the phenomenon of Tourism Spillover Failure, which is a condition when strong tourist destinations are unable to generate optimal demand in the hotel sector. Despite its proximity to the Bogor Botanical Garden, the hotel has not been able to convert the advantages of the location into an increase in leisure demand due to the dominance of functional experiences and lack of emotional engagement. These findings emphasize the importance of customer experience as a key factor in increasing the competitiveness of the hospitality industry, where an emotional and memorable experience is key in creating customer satisfaction and loyalty. In addition, in the era of digital- and data-based tourism transformation, analytical approaches such as sentiment analysis are becoming increasingly important in understanding tourist behavior and perceptions more deeply. Practically, this study confirms that improving hotel performance is not enough to focus only on operational and location aspects. A transformation towards experience-driven hospitality is needed, through increasing service consistency, developing more emotional experiences, and integrating with tourism activities around destinations. This study recommends that Hotel Permata Bogor needs to carry out a strategic transformation through increasing service consistency, developing a more emotional guest experience, and repositioning from a functional hotel to an experience-driven hotel with the concept of "Urban Nature Experience

Hotel". This step is important to optimize location advantages and increase the hotel's competitiveness in attracting the leisure tourist segment. In conclusion, although Hotel Permata Bogor has the advantages of location and good operational performance, its long-term competitiveness is limited by an experiential deficit, so a transformation towards more emotional and memorable experience-based hospitality is needed.

REFERENCES

- Alrawabdeh, W. (2021). Seasonal balancing of revenue and demand in hotel industry: the case of Dubai City. *Journal of Revenue and Pricing Management*, 21(1), 36.
- Alrawabdeh, W. (2021). Seasonal balancing of revenue and demand in hotel industry: The case of Dubai City. *Journal of Revenue and Pricing Management*, 21(1), 36.
- Dogru, T., Mody, M., & Suess, C. (2019). Adding evidence to the debate: Quantifying Airbnb's disruptive impact on ten key hotel markets. *Tourism Management*, 72, 27–38.
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2021). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews. *Tourism Management*, 82, Article 104188.
- Heo, C. Y., Blal, I., & Choi, M. (2019). What is happening in Paris? Airbnb, hotels, and the Parisian market: A case study. *Tourism Management*, 70, 78–88.
- Jeong, M., Shin, H. H., Lee, M., & Lee, J. (2023). Assessing brand performance consistency from consumer-generated media: The US hotel industry. *International Journal of Contemporary Hospitality Management*, 35(6), 2056–2083.
- Lee, M., Cai, Y., DeFranco, A., & Lee, J. (2020). Exploring influential factors affecting guest satisfaction: Big data and business analytics in consumer-generated reviews. *Journal of Hospitality and Tourism Technology*, 11(1), 137–153.
- Lestari, D., & Wiweka, K. (2025). Sentiment analysis of hotel reviews using lexicon-based approach. *Jurnal Pariwisata Indonesia*, 20(1), 45–60.
- Li, H., Liu, Y., Tan, C.-W., & Hu, F. (2020). Comprehending customer satisfaction with hotels: Data analysis of consumer-generated reviews. *International Journal of Contemporary Hospitality Management*, 32(5), 1713–1735.
- Liu, B. (2020). *Sentiment analysis: Mining opinions, sentiments, and emotions*. Cambridge University Press.
- Mariani, M., & Borghi, M. (2020). Effects of online reviews on hotel performance. *Tourism Management Perspectives*, 31, 100–112.
- Marine-Roig, E., & Anton Clavé, S. (2020). Tourism analytics with massive user-generated content. *Journal of Destination Marketing & Management*, 15, Article 100383.
- Peng, L., Cui, G., Chung, Y., & Li, C. (2019). A multi-facet item response theory approach to improve customer satisfaction using online product ratings. *Journal of the Academy of Marketing Science*, 47(5), 960–976.
- Phillips, P., Barnes, S., Zigan, K., & Schegg, R. (2017). Understanding the impact of online reviews on hotel performance: An empirical analysis. *Journal of Travel Research*, 56(2), 235–249.
- Pine, B. J., & Gilmore, J. H. (2019). *The experience economy*. Harvard Business Review Press.
- Rezaei, F., Raeesi Vanani, I., Jafari, A., & Kakavand, S. (2024). Identification of influential factors and improvement of hotel online user-generated scores: A prescriptive analytics approach. *Journal of Quality Assurance in Hospitality & Tourism*, 25(4), 1070–1109.
- Stringam, B. B., & Gerdes, J. (2021). An analysis of word-of-mouth sentiment in online hotel reviews. *Journal of Hospitality Marketing & Management*, 30(3), 243–265.
- Walls, A. R., Okumus, F., Wang, Y., & Kwun, D. (2020). An epistemological view of consumer experiences. *International Journal of Hospitality Management*, 46, 10–21.
- Wang, Y., Xiang, Z., & Fesenmaier, D. (2023). Big data analytics in tourism: Trends and

- applications. *Annals of Tourism Research*, 91, 103–120.
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2022). A comparative analysis of online review platforms. *Tourism Management*, 58, 51–65.
- Xiang, Z., Schwartz, Z., Gerdes, J. H., Jr., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction? *International Journal of Hospitality Management*, 44, 120–130.
- Xu, X., Wang, X., Li, Y., & Haghighi, M. (2017). Business intelligence in online customer textual reviews: Understanding consumer perceptions and influential factors. *International Journal of Information Management*, 37(6), 673–683.
- Yang, Y., Mao, Z., & Tang, J. (2019). Understanding guest satisfaction using big data. *International Journal of Hospitality Management*, 67, 55–64.
- Zervas, G., Proserpio, D., & Byers, J. W. (2017). The rise of the sharing economy: Estimating the impact of Airbnb on the hotel industry. *Journal of Marketing Research*, 54(5), 687–705.
- Zhang, Z., Ye, Q., & Law, R. (2020). Determinants of hotel room price. *International Journal of Hospitality Management*, 83, 102–111.